

ADV # _____ ADV. NAME FOLI/C MACK/R/SEN/FL REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME MC LAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL
 566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913
 ORDER # _____ CONTRACT # 6297439 CLASS: NATL. _____ LOCAL _____ REGIONAL _____
 PRDCT FRNDS OF CONNIE MACK EST# _____ COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES AUG28/12 AUG30/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG24/12 15.24

REP: NEW ORDER
 TTL 7200 @ 6X
 PLS CFM
 THANKS, MIKE FOR MEGHAN
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK


 8/24/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,000.00	8/28	8/30	3		TU-TH	3
PROGRAM : 6A NEWS												
CON COM1: 6A NEWS												
2			700A-900A	30		\$1,400.00	8/28	8/30	3		TU-TH	3
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
SEP/12 \$7,200.00												

CONTRACT TOTAL \$7,200.00
 TOTAL SPOTS 6

REP HEADLINE# 6297439
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG24/12 15.24
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$20,571 WFLA 35% WFTS 15% WTSP 10% WTVT 40% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

REP HEADLINE# 4237439
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG27/12 10.47
CHANGES *** WFLA-TV ***

ADV # _____ ADV. NAME POLI/C MACK/R/SEN/PL

AGY # _____ AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6297439

CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT FRNDS OF CONNIE MACK EST#432 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 AUG30/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE AUG27/12 10.47

REP: UPDATED ACCURATE EST. #

TTL SAME

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 432

NO BUYS TO PRINT

SEP/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 6

REP HEADLINE# 6297439
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 10.47
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$20,571 WFLA 35% WFTS 15% WTSP 10% WTVT 40% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED
SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Connie Mack/ R/ Senate/ FL	Submission Cost:	7200	Campaign Ref:	E:120827001
Buyer:	" "	Client/Product/Estimate:	L 1432	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/27/12 to 09/02/12	Weeks:	1	Order Ref:	06297439
Est./PO Number:	06297439	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Fmnds Of Connie Mack	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 6a News .TWT...	02	1000	30 Connie	Nbr of Spots	3	3000
2	M-F 7a Today Show .TWT...	02	1400	30 Connie	Nbr of Spots	3	4200
Weekly Totals: Total Spots(Ord Spots)					6	6	

Grand Totals							
Totals				Month 9 Weeks: 5			
Spots				08/27			
Cost				7200			

Grand Totals:	Spots:	6
	Gross Total:	7,200.00
	Commission:	1,080.00
	Net Total:	6,120.00